

Fig. 1

TO/FROM CONSUMER COMPUTERS  
AND OFFERING COMPANIES AND  
ORGANIZATION COMPUTERS

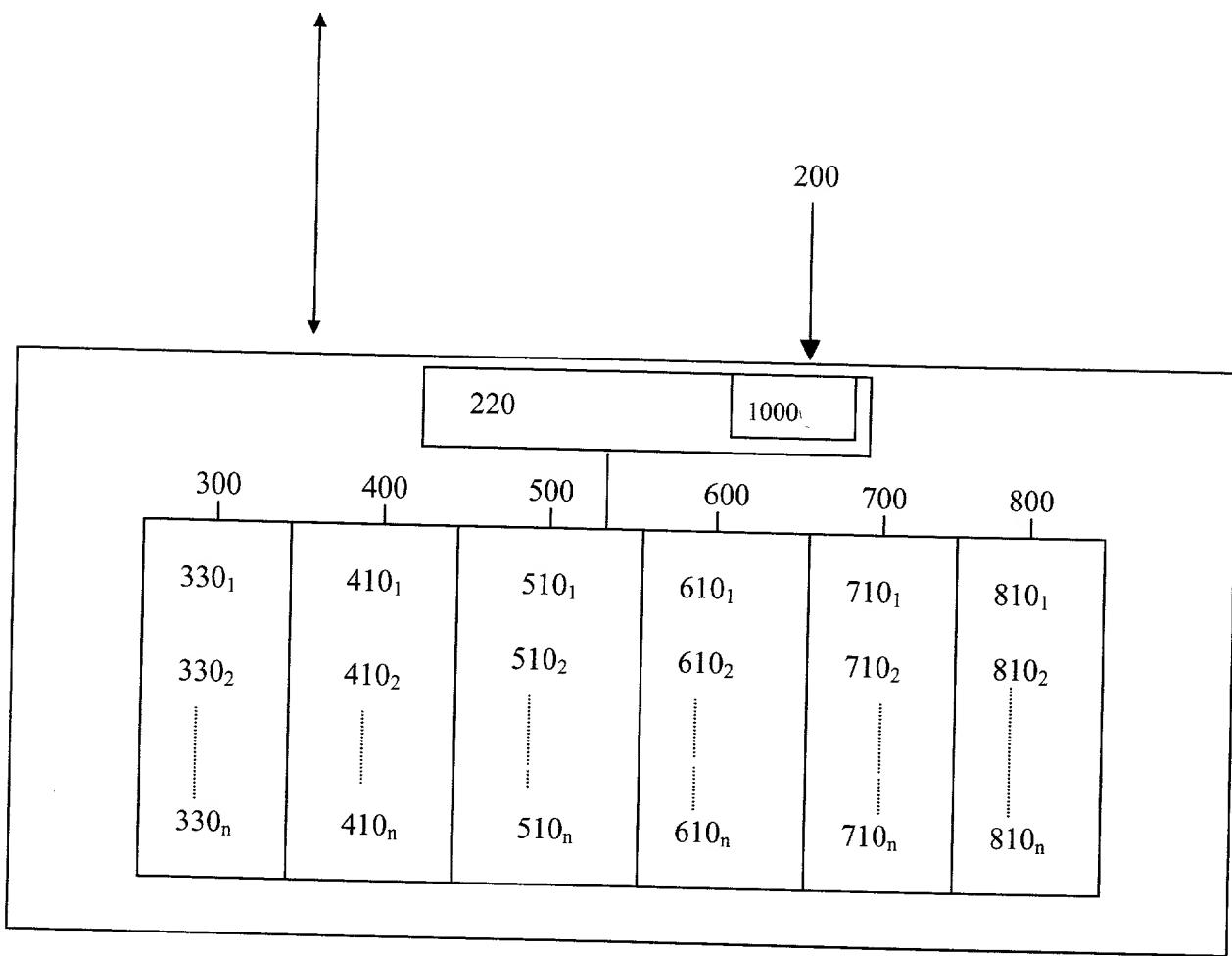


FIG. 2

FILE	OFFERING COMPANY NAME 340	OFFERING COMPANY IDENTIFIER 350	LOYALTY PROGRAM IDENTIFIER(S) 360	OFFERING COMPANY CONTACT INFORMATION 370
330 <sub>1</sub>	Sears	350 <sub>1</sub>	360 <sub>1</sub> -360 <sub>n</sub>	370 <sub>1</sub>
330 <sub>2</sub>	United Airlines	350 <sub>2</sub>	360 <sub>1</sub> -360 <sub>n</sub>	370 <sub>2</sub>
330 <sub>n</sub>	First USA Visa	350 <sub>n</sub>	360 <sub>1</sub> -360 <sub>n</sub>	370 <sub>n</sub>



PURCHASING INCENTIVE 365	MEMBER NUMBER 375	AUTHORIZATION INFORMATION 385
365 <sub>1</sub> -365 <sub>n</sub>	375 <sub>1</sub> -375 <sub>n</sub>	385 <sub>1</sub> -385 <sub>n</sub>

FIG. 3

Purchasing incentive number must be unique for each member.

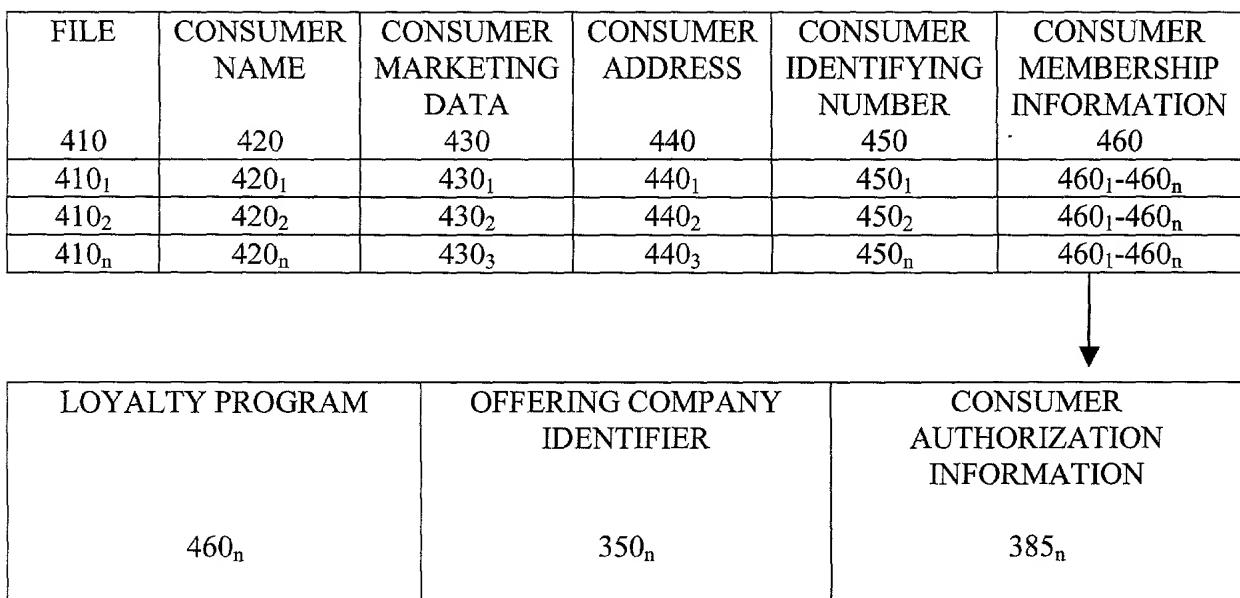


FIG. 4

PIQ SUBMISSION	PIQ TRACKING NUMBER	CONSUMER IDENTIFYING NUMBER	PIQ SUBJECT MATTER DESCRIPTION	PIQ CONDITIONS OR ANCILLARY INFORMATION
510	520	450	530	540
510 <sub>1</sub>	520 <sub>1</sub>	450 <sub>1</sub>	530 <sub>1</sub>	540 <sub>1</sub>
510 <sub>2</sub>	520 <sub>2</sub>	450 <sub>2</sub>	530 <sub>2</sub>	540 <sub>2</sub>
510 <sub>n</sub>	520 <sub>n</sub>	450 <sub>n</sub>	530 <sub>n</sub>	540 <sub>n</sub>

FIG. 5

RECORDED IN THE INDEXES OF THE LIBRARY OF THE UNIVERSITY OF TORONTO

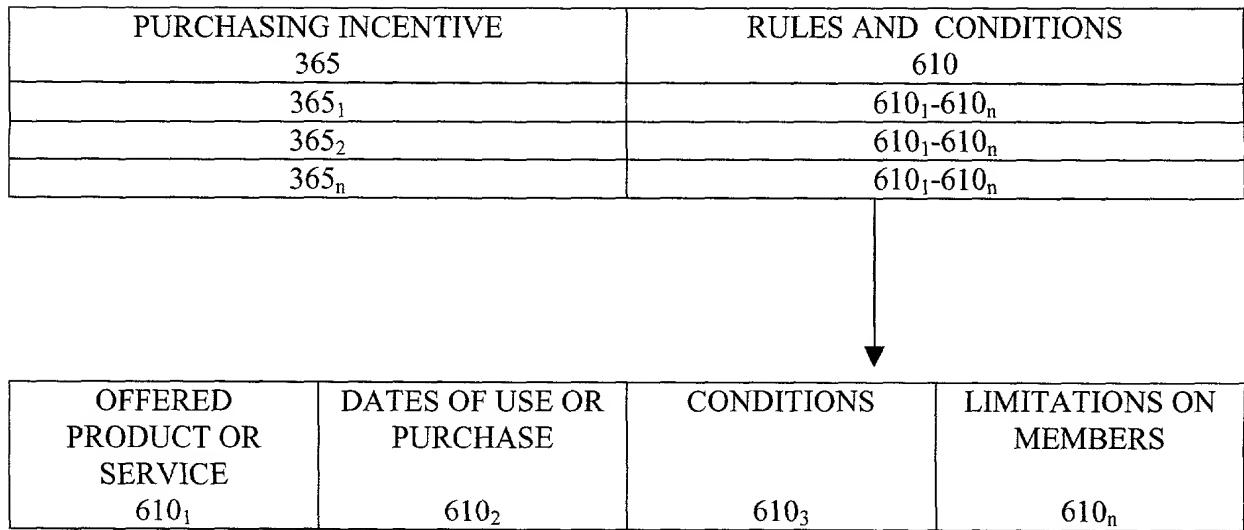


FIG. 6

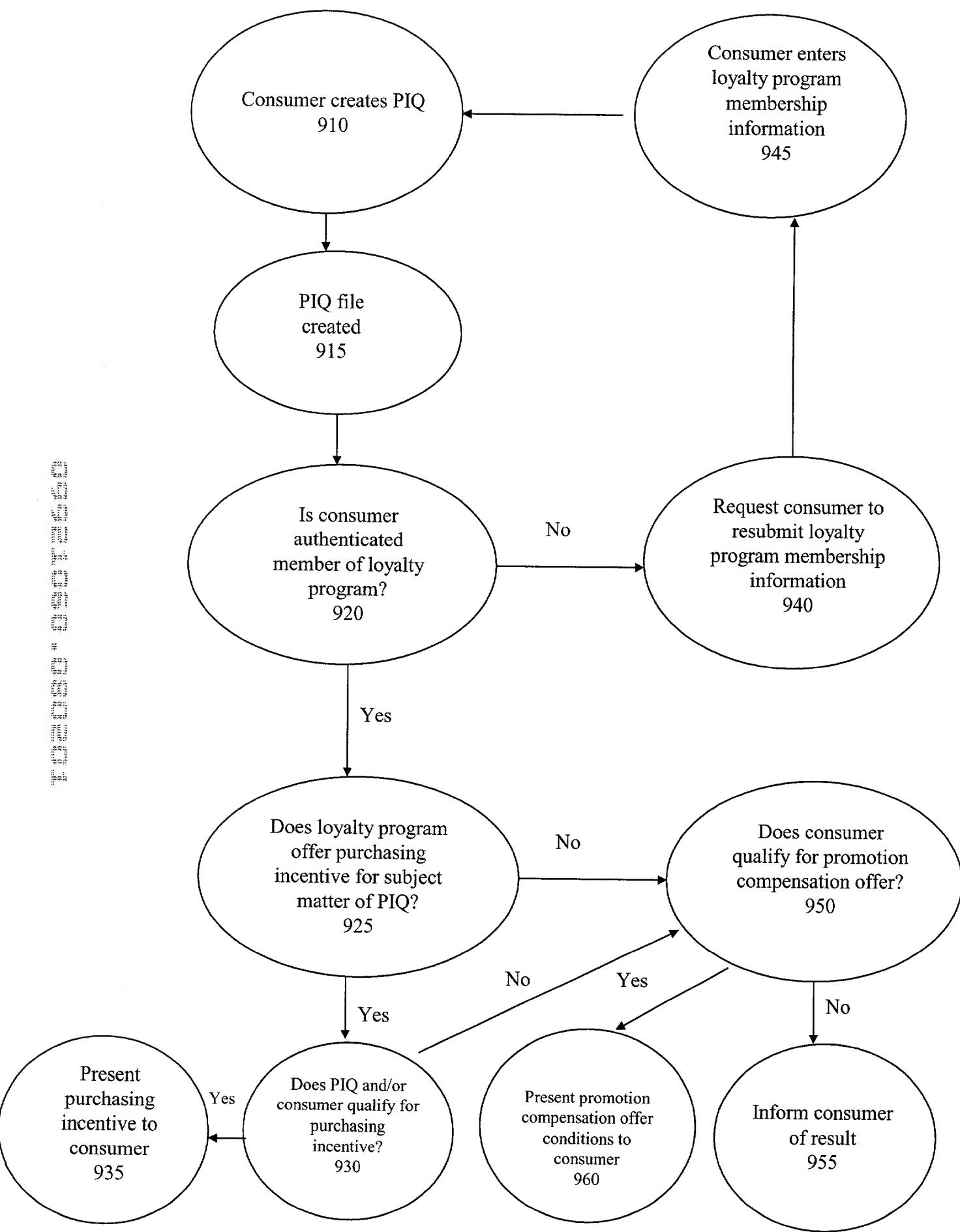
PROMOTION COMPENSATION OFFERS	PROMOTION COMPENSATION IDENTIFIER	PROMOTION COMPENSATION RULES AND CONDITIONS	PROMOTION COMPENSATION DESCRIPTION
710	720	730	740
710 <sub>1</sub>	720 <sub>1</sub>	730 <sub>1</sub>	740 <sub>1</sub>
710 <sub>2</sub>	720 <sub>2</sub>	730 <sub>2</sub>	740 <sub>2</sub>
710 <sub>n</sub>	720 <sub>n</sub>	730 <sub>n</sub>	740 <sub>n</sub>

FIG. 7

PIQ FILE 810 <sub>n</sub>
PIQ TRACKING NUMBER 520 <sub>n</sub>
PIQ SUBJECT MATTER DESCRIPTION 530 <sub>n</sub>
CONSUMER IDENTIFYING NUMBER OR NAME 420 <sub>n</sub> and/or 450 <sub>n</sub>
OFFERING COMPANY IDENTIFIER 350 <sub>n</sub>
LOYALTY PROGRAM NUMBER 360 <sub>n</sub>
PIQ STATUS 820 <sub>n</sub>
PROMOTION COMPENSATION DESCRIPTION 740 <sub>n</sub>
PROMOTION COMPENSATION STATUS 830 <sub>n</sub>

FIG. 8

FIG. 9



© 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 20100, 20101, 20102, 20103, 20104, 20105, 20106, 20107, 20108, 20109, 20110, 20111, 20112, 20113, 20114, 20115, 20116, 20117, 20118, 20119, 20120, 20121, 20122, 20123, 20124, 20125, 20126, 20127, 20128, 20129, 20130, 20131, 20132, 20133, 20134, 20135, 20136, 20137, 20138, 20139, 20140, 20141, 20142, 20143, 20144, 20145, 20146, 20147, 20148, 20149, 20150, 20151, 20152, 20153, 20154, 20155, 20156, 20157, 20158, 20159, 20160, 20161, 20162, 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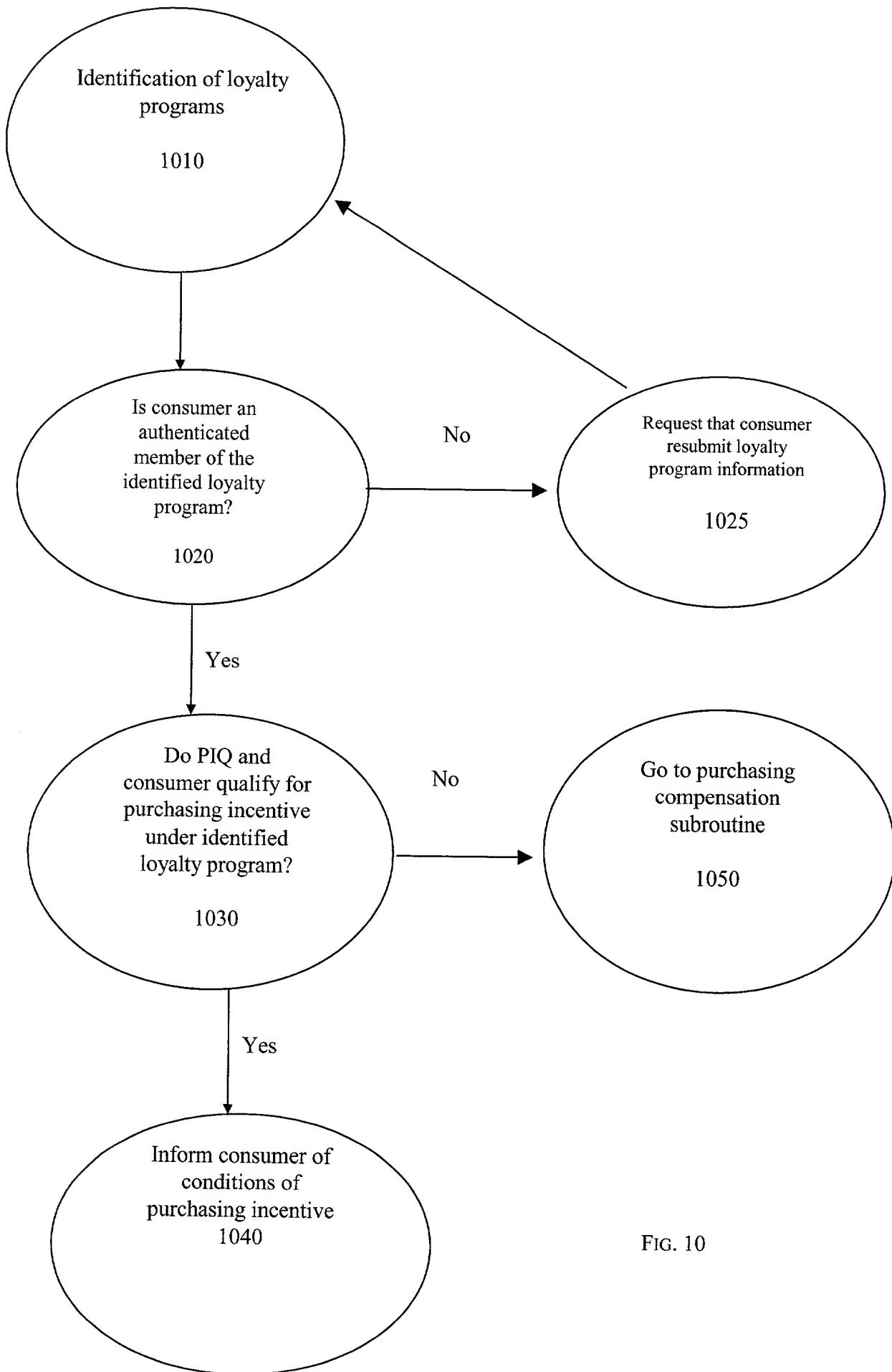


FIG. 10

FIG. 11

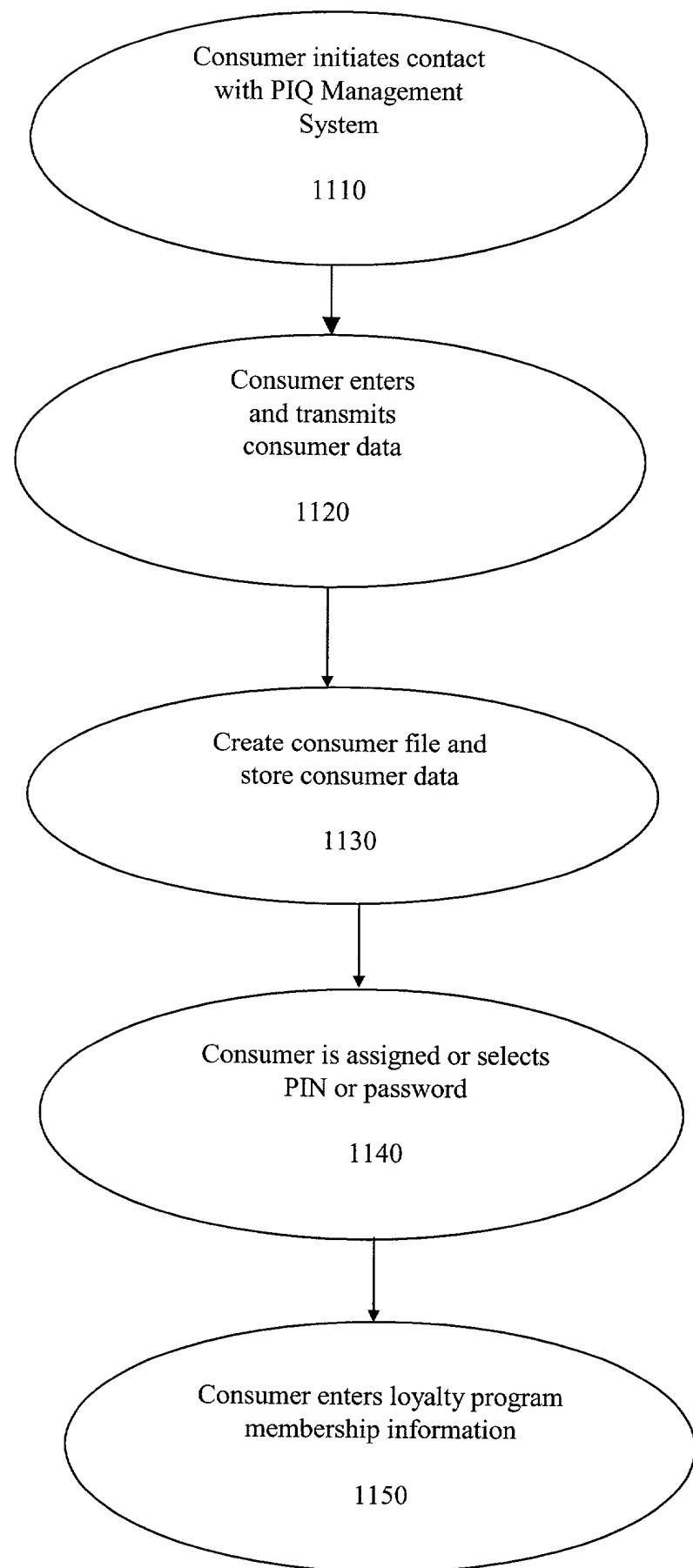


FIG. 12

